

Trade Show Checklist for Exhibitors

Preparing a detailed trade show checklist is an essential part of succeeding at your tradeshow, conference or event.

Print this PDF for a handy checklist to market your business at a trade show, conference or event cost effectively.

Entering the Tradeshow, Conference or Event	DEADLINE	DATE COMPLETED	<input checked="" type="checkbox"/>	NOTES
Request Information & Application Materials for Exhibitors.			<input type="checkbox"/>	
Discuss & Coordinate the Tradeshow, Conference or Event Outline and regulations with all involved company			<input type="checkbox"/>	
Make an overall budget calculation for the Tradeshow, Conference or Event, including costs from organizer (participation, Air/Electricity/water, Labor, Internet, Lead retrieval, Lighting, Rigging, etc.) handling of exhibits, travel & accommodation, costs for booth staff, Insurance, promotion and most important, design, planning and production of your trade show booth.			<input type="checkbox"/>	
Fill out application forms and pay the entry-fee early as discounts are usually provided if you sign up early. <ul style="list-style-type: none"> • Confirm name badges • Guest passes 			<input type="checkbox"/>	

PRE-SHOW CHECKLIST AND TIMELINES	DEADLINE	DATE COMPLETED	<input checked="" type="checkbox"/>	NOTES
<ul style="list-style-type: none"> • Select Booth Space • Determine exhibit objectives *establish metrics for post-show* • Set show budget • Set exhibit-design goals • Set exhibit budget • Evaluate promotion opportunities • Select exhibit designer & builder • Select display products/items • Plan promotion strategy (direct mail, email, social media, advertising) • Select transportation/labor companies • Finalize exhibit design • Plan direct-mail promotion • Review exhibitor service kit • Select booth staffers • Reserve hotel rooms • Finalize lead-fulfillment plan • Finalize lead follow-up mailings • Order show services • Implement promotion strategy • Order badges • Notify show management if using exhibitor appointed contractor (EAC) • Preview new exhibit • Plan exhibit setup/dismantle • Finalize availability of display products and literature • Send direct mail promotion • Plan pre-show staff training session • Review display • Finalize graphics copy/art • Finalize shipping information 			<input type="checkbox"/>	

KEY ASPECTS OF YOUR TRADESHOW OR EVENT	DEADLINE	DATE COMPLETED	<input checked="" type="checkbox"/>	NOTES
<p>What are your main goals for this Tradeshow, Conference or Event?</p> <ul style="list-style-type: none"> • Make new contacts • Maintain existing business relations • Brand & Image cultivation & representation • Market evaluation / find target audience • Presentation of new products • Sales • Public relations 			<input type="checkbox"/>	
<p>How do you want to exhibit?</p> <ul style="list-style-type: none"> • Demonstration of sample products, innovations, market entry products • Ambient and booth environment, creating a relaxed atmosphere for business conversation with catering & lounge, presentation of product mainly through print visuals • Outstanding design, maximum visibility and contrasting to competitors • Interact with Attendees to create an experience with a lasting impression 			<input type="checkbox"/>	
<p>Number and size of exhibits</p>			<input type="checkbox"/>	

EXHIBIT BOOTH AND SHIPPING INFORMATION	DEADLINE	DATE COMPLETED	<input checked="" type="checkbox"/>	NOTES
Transport, packing, insurance, handling (inside US or customs) <ul style="list-style-type: none"> • Advance Warehouse Address • Dates Freight Accepted • Show-Site Address • Dates Freights Accepted • Target Date/Time • Off-target Penalty • Carrier Name • Carrier Address • 24-Hour Show Management Contact • Official Material-handling company • Scheduled Setup Dates 			<input type="checkbox"/>	
<ul style="list-style-type: none"> • Inbound Shipping Data: • Shipping date • Shipped From • Carrier • Carrier Type • Tracking Number • Bill of Lading/Air bill Number • Delivery date/time • Additional Insurance (if applicable) 			<input type="checkbox"/>	
Booth Set up <ul style="list-style-type: none"> • Exhibit Set up handled by • Company personnel • Official Show appointed Labor Contractor (Contact, Phone and Email) • Exhibitor-appointed Labor Contractor (EAC) (Contact, Phone and Email) • Exhibit Insurance Confirmed Date • Proof of Insurance Sent to Show Management Date • EAC Appointed form due date 			<input type="checkbox"/>	

	DEADLINE	DATE COMPLETED	<input checked="" type="checkbox"/>	NOTES
Booth Dismantle <ul style="list-style-type: none"> • Booth dismantling handled by] • Supervisor • Schedule dismantle dates/times 			<input type="checkbox"/>	
Post Show Shipping <ul style="list-style-type: none"> • Supervised by • Date/time freight will be forced • Complete return shipping address • Carrier Name • Carrier address • Carrier Phone Number & Email • Carrier Contact Info Return Shipping Data (Ship date, Ship to, carrier Type, Number of Pieces, Waybill/Bill of lading number, Delivery date, Additional Insurance if Applicable.)			<input type="checkbox"/>	
Check Tradeshow, Conference or Event safety regulations, test run			<input type="checkbox"/>	
BOOTH STAFF	DEADLINE	DATE COMPLETED	<input checked="" type="checkbox"/>	NOTES
Appoint a person in charge for the exhibit project and staff assignments <ul style="list-style-type: none"> • Booth Staffers • Exhibit Hours • Special booth attire • Special hospitality-event attire • Temporary personnel needs • Pre-Show training Date/Location • Walk through date/time • Trainer: • Booth staff schedule 			<input type="checkbox"/>	

	DEADLINE	DATE COMPLETED	<input checked="" type="checkbox"/>	NOTES
Arrangement of accommodation and flights, travel insurance, working mobile phones, technology needs (I.T., cables, iPads, Laptops) <ul style="list-style-type: none"> • Hotel Name • Date Reservation Made • Cancellation Penalty Date • Hotel Location to Facility 			<input type="checkbox"/>	
Narrator for presentation and booth companions Dress code for consistent appearance and corporate branding			<input type="checkbox"/>	
Translator if applicable. (Foreign events often require translators with specific technical on-topic knowledge)			<input type="checkbox"/>	
Make a participation list with replacement staff in case of emergency or sickness *Bilingual business cards (if applicable)			<input type="checkbox"/>	
BOOTH EQUIPMENT	DEADLINE	DATE COMPLETED	<input checked="" type="checkbox"/>	NOTES
Advertising material: Flyers, brochures, giveaways, pins, press-releases, Exhibit Display materials Technology Equipment (iPads, Laptops, Touch Screens)			<input type="checkbox"/>	
Catering & kitchen equipment: Easy to clean tableware (cups, plate, forks, picks) napkins, bottle opener, coffee maker, workspace drinks, snacks, regional products from your country catering staff, cleaning material, waste disposal			<input type="checkbox"/>	
Presentation material: Production and delivery of visual presentations and movies adjusted to the specifications of the booth's AV equipment, localized			<input type="checkbox"/>	

TRADE SHOW BOOTH PRODUCTION	DEADLINE	DATE COMPLETED	<input checked="" type="checkbox"/>	NOTES
<p>STUDY the Tradeshow, Conference or Event Manual carefully!</p>			<input type="checkbox"/>	
<p>Request a booth layout / 3D design & a quotation based on these important factors:</p> <ul style="list-style-type: none"> • Budget • Booth area and surrounding exhibitors/competitors • Construction regulations, height limitations, etc. • Size and amount of your exhibits + connections • Company's Corporate Identity guidelines • Venue schedule for setup & take-down • Signage: logos, fonts, pantone colors, graphic printing, etc. • Furniture: meeting area, Reception and Info-counter, stools, etc. • Decoration: plants, light-shows, accessories in booth space <p>Get approval for the booth design from the Show Organizer and place the order with your booth constructor. *Example: If you have a double deck display or an island booth and there are restrictions, learn about them early and follow the guidelines.</p>			<input type="checkbox"/>	
<p>Fill out all the necessary order forms: Electricity, Water, Labor, material & Handling, Show Rentals, Cleaning, etc. and submit them before the deadline!</p>			<input type="checkbox"/>	

PROMOTION/ADVERTISING	DEADLINE	DATE COMPLETED	<input checked="" type="checkbox"/>	NOTES
<p>Promote your participation in a Tradeshow, Conference or Event on your homepage, through publications in professional journals press releases & conference agendas. Send invitations to your clients and prospective clients and/or resellers.</p> <ul style="list-style-type: none"> • Hospitality • Direct Mail • E-mail campaign • Social Media campaign • Tickets for Entertainment (if applicable) • PR information for Show Management • Web Page • Advertising Schedules (Key industry publications, show dailies, show directory) • Press Releases to Key Industry Publications (Name/Contact) • Banners/Signs (Airport, Show Hall, Taxicabs, Billboards, Shuttle buses) <p>Booth Promotions (Literature, Giveaways, Booth Photographer, Other)</p>			<input type="checkbox"/>	
<p>Evaluate your participation according to your target for this event through:</p> <ul style="list-style-type: none"> • Number of visitors to your booth • Number of serious business conversations made • Amount of promotion and materials handed out • Number of achieved contracts or sales • Number of new established contacts • Appearance in press and media • Performance of booth staffers • Overall reception by visitors and your staff 			<input type="checkbox"/>	
<p>Social Media Outreach metrics. Be sure to measure all outreach before, during and after the show and document the key metrics.</p>			<input type="checkbox"/>	

POST SHOW FOLLOW UP	DEADLINE	DATE COMPLETED	<input checked="" type="checkbox"/>	NOTES
Exhibit Results <ul style="list-style-type: none"> • Number of Booth visitors • Number of qualified leads • Orders/Sales • Cost-per-visitor reached (show cost/number of booth visitors) • Total trade show attendance • Media coverage 			<input type="checkbox"/> <input type="checkbox"/>	
Evaluation of Staff Performance & Feedback <ul style="list-style-type: none"> • Quality of show/booth attendance as related to objectives • Qualify of attendee traffic • Reaction to exhibit/graphics • Reaction to booth location • Recommendations 			<input type="checkbox"/>	
Competitive Analysis <ul style="list-style-type: none"> • Total number of Exhibitors • Number of direct competitors 			<input type="checkbox"/>	
<ul style="list-style-type: none"> • Analysis for Return on Objectives Objective 1: (List from Preshow Planning) <ul style="list-style-type: none"> • Methods of measurement • Results Objective 2: (List from Preshow Planning) <ul style="list-style-type: none"> • Methods of measurement • Results <ul style="list-style-type: none"> • Objective 3: (List from Preshow Planning) • Methods of measurement • Results 			<input type="checkbox"/>	

	DEADLINE	DATE COMPLETED	<input checked="" type="checkbox"/>	NOTES
Post Show Follow up <ul style="list-style-type: none"> Literature Request/Inquiry fulfillment Follow-up mailings/phone calls/emails Internal promotion (company newsletter, memo, etc.) Leads qualified Leads distributed Leads Followed up on 			<input type="checkbox"/>	
Post Show Wrap up: <ul style="list-style-type: none"> Audit Invoices/Finalize Show Budget Measure/Analyze Results Archive Show Information for next year Decide if you want to exhibit in same industry show next year and sign up early. 			<input type="checkbox"/>	

We wish you a successful show!

Your Friends at EXHIB-IT!

www.EXHIB-IT.com